



Wade Younger, CSP

"It's about being motivated to MASSIVE action!"

Ambassadors and Assassins

What does the Bellsouth, FDIC, Best Western and Panasonic have in common? If you said that they are four of today's most successful companies, you'd be right. But they are also examples of organizations where everyone chooses to bring energy, passion and a positive attitude with them each day and where people are truly connected to their work, to their colleagues and to their customers.

What is the Ambassador philosophy? It is about creating a workplace that is more interesting, playful, energetic and customer oriented. It consists of 5 key ingredients:

- 1. Engage in Teambuilding** - This is the most difficult one to do. It's about finding ways to have fun at work so you become more energetic and you boost workplace morale.
- 2. Encourage the Heart** - If you make someone's day, it will have a big ripple effect on many people.
- 3. Focus on Success** - Be fully present. How many times do we talk on the phone and answer an email or daydream while someone is talking?
- 4. Construct Integrity** - "There is always a choice about the way you do your work, even if there is not a choice about the work itself."
- 5. Eliminate the Assassins** – Learn what and who the Assassin is and then systematically rid your organization of the biggest morale killer on the planet!

What problems will the Ambassador training help us solve?

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| 1. Burnout & Retention | 5. Creativity & Innovation |
| 2. Energy & Morale | 6. Teamwork |
| 3. Change & Stress | 7. Integrity & Trust |
| 4. Attitude & Accountability | 8. Customer Care |

The book, "Assassin" is a great complement to a Motivational Keynote or Breakout session!

